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IN THE CLAIMS:

1.-92. (Cancelled)

93. (Previously Presented) A communication system, including a transmitting apparatus and a receiving apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus comprising:

storing means for storing a background image that is main image data to be displayed by the receiving apparatus and position information that indicates a position within the background image; and

transmitting means for reading the background image and the position information, and for multiplexing and repeatedly transmitting the read background image and the read position information, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs;

separating means for separating the background image and the position information from the repeatedly transmitted multiplexed background image and position information;

supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining the separated background image and the read supplementary design at a position in the background image indicated by the separated position information to generate image data; and

reproducing means for reproducing the generated image data and outputting an image signal.

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94. (Previously Presented) The communication system of Claim 93, wherein an identification number is commonly assigned to the main image data and position information.

95. (Previously Presented) The communication system of Claim 93, wherein the position information is link information and the supplementary design reading means interprets the link information to generate a cursor design.

96. (Previously Presented) A communication system, including a transmitting apparatus and a receiving apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus comprising:

storing means for storing a background image that is main image data to be displayed by the receiving apparatus and position information that indicates a position within the background image; and

transmitting means for reading the background image and the position information, and for multiplexing and repeatedly transmitting the read background image and the read position information, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs, the supplementary designs including at least one cursor image;

separating means for separating the background image and the position information from the repeatedly transmitted multiplexed background image and position information;

supplementary design reading means for reading a supplementary design from the supplementary design storing means;

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combining means for combining the separated background image and the read supplementary design at a position in the background image indicated by the separated position information to generate image data; and

reproducing means for reproducing the generated image data and outputting an image signal.

97. (Previously Presented) A communication system, including a transmitting apparatus and a receiving apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus comprising:

first storing means for storing a plurality of background images that are main image data to be displayed by the receiving apparatus and a plurality of sets of control information, each set of control information including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image; and

transmitting means for reading the background images and the sets of control information, and for multiplexing and repeatedly transmitting the read background images and sets of control information, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs; separating means for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

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supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

second storing means for storing the generated image data and the separated set of control information;

reproducing means for reproducing the generated image data and outputting an image signal; and

operation means for receiving a user operation that indicates a switching of image data; and control means for controlling the separating means, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the second storing means.

98. (Previously Presented) A communication system, including a transmitting apparatus and a receiving apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus comprising:

first storing means for storing a plurality of background images that are main image data to be displayed by the receiving apparatus and a plurality of sets of control information, each set of control information including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information

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indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image; and

transmitting means for reading the background images and the sets of control information, and for multiplexing and repeatedly transmitting the read background images and sets of control information, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs, the supplementary designs including at least one cursor image;

separating means for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

second storing means for storing the generated image data and the separated set of control information;

reproducing means for reproducing the generated image data and outputting an image signal; and

operation means for receiving a user operation that indicates a switching of image data; and control means for controlling the separating means, in response to a user operation, to

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separate a background image that is indicated by the image link information included in the set of control information stored by the second storing means.

99. (Previously Presented) A communication system, including a transmitting apparatus and a receiving apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus comprising:

first storing means for storing a plurality of background images that are main image data to be displayed by the receiving-apparatus and a plurality of sets of control information, each set of control information including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image; and transmitting means for reading the background images and the sets of control information, and for multiplexing and repeatedly transmitting the read background images and sets of control information, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs, the supplementary designs including two types of cursor images that respectively represent a selected and a non-selected state;

separating means for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

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supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

second storing means for storing the generated image data and the separated set of control information;

reproducing means for reproducing the generated image data and outputting an image signal;

operation means for receiving a user operation that indicates a switching of image data; and control means for controlling the separating means, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the second storing means.

100. (Previously Presented) A transmitting apparatus for use in a communication system that achieves interactivity using a broadcast wave, the transmitting apparatus comprising:

storing means for storing a background image that is main image data to be displayed by a receiving apparatus and position information that indicates a position within the background image, wherein the receiving apparatus combines a supplementary design with the background image at the position indicated by the position information, the supplementary design being stored by the receiving apparatus; and

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transmitting means for reading the background image and the position information, and for multiplexing and repeatedly transmitting the read background image and the read position information.

101. (Previously Presented) The transmitting apparatus of Claim 100, further comprising:

obtaining means for obtaining page information from the World Wide Web on the Internet, the page information representing a page that is an arrangement of characters and images and including character information, image information, and link information showing a link to another page; and

generating means for generating a background image that corresponds to a frame including characters and images based on the character information and images information in the obtained page information.

102. (Previously Presented) The transmitting apparatus of Claim 100, wherein the storage means further stores region size information, the region size information indicating a region size in the background image, the supplementary design being combined with a region in the background image that is indicated by the position information and the region size information, the transmitting means reading the region size information, multiplexing the read region size information with the read background information and position information, and repeatedly transmitting a result of the multiplexing.

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103. (Previously Presented) The transmitting apparatus of Claim 100, wherein the storing means further stores a classification for a specific part of an image, the classification corresponding to a specific supplementary design, the transmitting means reading the classification, multiplexing the read classification with the read background information and position information, and repeatedly transmitting a result of the multiplexing.

104. (Previously Presented): The transmitting apparatus of Claim 103, wherein the classification for a specific part of an image is for one of a character and image that is linked to another background image.

105. (Previously Presented) The transmitting apparatus of Claim 103, wherein the classification for a specific part of an image is for a heading.

106. (Previously Presented) The transmitting Apparatus of Claim 103, wherein the position information includes an X coordinate and a Y coordinate that indicate a position in the background image,

the receiving apparatus combining a supplementary design with the background image at the position indicated by the X coordinate and the Y coordinate in the position information.

107. (Previously Presented) A transmitting apparatus for use in a communication system that achieves interactivity using a broadcast wave, the transmitting apparatus comprising:

storing means for storing a plurality of background images that are main image data to be displayed by a receiving apparatus and a plurality of sets of control information, each set of control information including image link information and supplementary design combining

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information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image; and

transmitting means for reading the background images and the sets of control information, and for multiplexing and repeatedly transmitting the read background images and sets of control information.

108. (Previously Presented) A receiving apparatus for use in a communication system that achieves interactivity using a broadcast wave, wherein a background image and position information are repeatedly transmitted to the receiving apparatus after being multiplexed, the background image being main image data to be displayed by the receiving apparatus and the position information indicating a position in the background image, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs;
separating means for separating the background image and the position

information from the repeatedly transmitted multiplexed background image and position information;

supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining the separated background image and the read supplementary design at the position in the background image indicated by the separated position information to generate image data; and

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reproducing means for reproducing the generated image data and outputting an image signal.

109. (Previously Presented) The receiving apparatus of Claim 108, wherein the supplementary designs are figures that give a bold display of headings.

110. (Previously Presented) The receiving apparatus of Claim 108, wherein the background image and position information are repeatedly transmitted to the receiving apparatus having been multiplexed with region size information, the region size information indicating a region size in the background image, the separating means separating the background image, the position information, and the region size information from the repeatedly transmitted multiplexed background image, position information, and region size information, and the combining means combining the read supplementary design with the separated background image in a region in the background image that is indicated by the separated position information and region size information to generate image data.

111. (Previously Presented) The receiving apparatus of Claim 108, wherein the background image and position information are repeatedly transmitted to the receiving apparatus having been multiplexed with a classification for a specific part of an image, the classification corresponding to a specific supplementary design, the separating means separating the background image, position information and classification from the repeatedly transmitted multiplexed background image, position information, and classification, and the supplementary design reading means reading the supplementary design that corresponds to the separated classification.

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112. (Previously Presented) The receiving apparatus of Claim 111, wherein the classification for a specific part of an image is for one of a character and image that is linked to another background image.

113. (Previously Presented) The transmitting apparatus of Claim 111, wherein the classification for a specific part of an image is for a heading.

114. (Previously Presented) The receiving apparatus of Claim 108, wherein the position information includes an X coordinate and a Y coordinate that indicate a position in the background image, the combining means combining a supplementary design with the separated background image at the position indicated by the X coordinate and the Y coordinate in the position information to generate image data.

115. (Previously Presented) A receiving apparatus for use in a communication system that achieves interactivity using a broadcast wave, wherein a background image and position information that have been multiplexed are repeatedly transmitted to the receiving apparatus, the background image being main image data to be displayed by the receiving apparatus and the position information indicating a position in the background image, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs, the supplementary designs including at least one cursor image;

separating means for separating the background image and the position information from the repeatedly transmitted multiplexed background image and position information;

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supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining the separated background image and the read supplementary design at a position in the background image indicated by the separated position information to generate image data; and

reproducing means for reproducing the generated image data and outputting an image signal.

116. (Previously Presented) The receiving apparatus of Claim 115, wherein the supplementary designs include two types of cursor images that respectively represent a selected and a non-selected state.

117. (Previously Presented) The receiving apparatus of Claim 115, wherein the supplementary designs are figures showing a plurality of cursor images, the receiving apparatus further comprising:

operation means for receiving a user operation that selects an image showing a cursor image out of a plurality of images that show cursor images in the supplementary design storing means, the supplementary design reading means reading the image showing the selected cursor image, and the combining means combining the read image showing a cursor image with the separated background image.

118. (Previously Presented) A receiving apparatus for use in a communication system that achieves interactivity using a broadcast wave, wherein a plurality of background images and sets of control information that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images being main image data to be displayed by the

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receiving apparatus, each set of control information corresponding to a different one of the background images and including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image; and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs;
separating means for separating one background image and the set of control

information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

storing means for storing the generated image data and the separated set of control information;

reproducing means for reproducing the generated image data and outputting an image signal;

operation means for receiving a user operation that indicates a switching of image data; and

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control means for controlling the separating means, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing means.

119. (Previously Presented) A receiving apparatus for use in a communication system that achieves interactivity using a broadcast wave, wherein a plurality of background images and sets of control information that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images being main image data to be displayed by the receiving apparatus, each set of control information corresponding to a different one of the background images and including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image, the receiving apparatus comprising:

supplementary design storing means for storing supplementary designs, the supplementary designs including at least one cursor image;

separating means for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image

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and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

storing means for storing the generated image data and the separated set of control information;

reproducing means for reproducing the generated image data and outputting an image signal;

operation means for receiving a user operation that indicates a switching of image data; and

control means for controlling the separating means, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing means.

120. (Previously Presented) A receiving apparatus for use in a communication system that achieves interactivity using a broadcast wave, wherein a plurality of background images and sets of control information that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images being main image data to be displayed by the receiving apparatus, each set of control information corresponding to a different one of the background images and including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image, the receiving apparatus comprising:

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supplementary design storing means for storing supplementary designs, the supplementary designs including two types of cursor images that respectively represent a selected and a non-selected state;

separating means for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

supplementary design reading means for reading a supplementary design from the supplementary design storing means;

combining means for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

storing means for storing the generated image data and the separated set of control information;

reproducing means for reproducing the generated image data and outputting an image signal;

operation means for receiving a user operation that indicates a switching of image data; and

control means for controlling the separating means, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing means.

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121. (Previously Presented) A transmitting method for use by a transmitting apparatus in a communication system that achieves interactivity using a broadcast wave, the transmitting apparatus including storing means for storing a background image that is main image data to be displayed by a receiving apparatus and position information that indicates a position within the background image, the receiving apparatus combining a supplementary design with the background image at the position indicated by the position information, the supplementary design being stored by the receiving apparatus, the transmitting method comprising:

a transmitting step for reading the background image and the position information, and for multiplexing and repeatedly transmitting the read background image and the read position information.

122. (Previously Presented) A transmitting method for use by a transmitting apparatus in a communication system that achieves interactivity using a broadcast wave, the transmitting apparatus including storing means for storing a plurality of background images that are main image data to be displayed by a receiving apparatus and a plurality of sets of control information, each set of control information including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image, the transmitting method comprising:

a transmitting step for reading the background images and the sets of control information, and for multiplexing and repeatedly transmitting the read background images and sets of control information.

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123. (Previously Presented) A receiving method for use by a receiving apparatus in a communication system that achieves interactivity using a broadcast wave, wherein a background image and position information are repeatedly transmitted to the receiving apparatus after being multiplexed, the background image being main image data to be displayed by the receiving apparatus and the position information indicating a position in the background image, the receiving apparatus

including a supplementary design storing means for storing supplementary designs, the receiving method comprising:

a separating step for separating the background image and the position information from the repeatedly transmitted multiplexed background image and position information;

a supplementary design reading step for reading a supplementary design from the supplementary design storing means;

a combining step for combining the separated background image and the read supplementary design at the position in the background image indicated by the separated position information to generate image data; and

a reproducing step for reproducing the generated image data and outputting generated image signal.

124. (Previously Presented) A receiving method for use by a receiving apparatus in a communication system that achieves interactivity using a broadcast wave, wherein a background image and position information that have been multiplexed are repeatedly transmitted to the receiving apparatus, the background image being main image data to be displayed by the

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receiving apparatus and the position information indicating a position in the background image, the receiving apparatus including supplementary design storing means for storing supplementary designs, the supplementary designs including at least one cursor image, the receiving method comprising:

- a separating step for separating the background image and the position information from the repeatedly transmitted multiplexed background image and position information;

- a supplementary design reading step for reading a supplementary design from the supplementary design storing step;

- a combining step for combining the separated background image and the read supplementary design at a position in the background image indicated by the separated

- position information to generate image data; and

- a reproducing step for reproducing the generated image data and outputting an image signal.

125. (Previously Presented) A receiving method for use by a receiving apparatus in a communication system that achieves interactivity using a broadcast wave, wherein a plurality of background images and sets of control information that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images being main image data to be displayed by the receiving apparatus, each set of control information corresponding to a different one of the background images and including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information

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indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image, the receiving apparatus including a supplementary design storing means for storing supplementary designs, the receiving method comprising:

a separating step for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

a supplementary design reading step for reading a supplementary design from the supplementary design storing means,

a combining step for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

a storing step for storing the generated image data and the separated set of control information; a reproducing step for reproducing the generated image data and outputting an image signal;

an operation step for receiving a user operation that indicates a switching of image data; and a control step for controlling the separating step, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing step.

126. (Previously Presented) A computer-readable recording medium recording a receiving program for use by a receiving apparatus in a communication system that achieves

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interactivity using a broadcast wave, wherein a background image and position information are repeatedly transmitted to the receiving apparatus after being multiplexed, the background image being main image data to be displayed by the receiving apparatus and the position information indicating a position in the background image, the receiving apparatus including a supplementary design storing means for storing supplementary designs, the receiving program comprising:

- a separating step for separating the background image and the position information from the repeatedly transmitted multiplexed background image and position information;

- a supplementary design reading step for reading a supplementary design from the supplementary design storing means;

- a combining step for combining the separated background image and the read supplementary design at the position in the background image indicated by the separated position information to generate image data; and

- a reproducing step for reproducing the generated image data and outputting an image signal.

127. (Previously Presented) A computer-readable recording medium recording a receiving program for use by a receiving apparatus in a communication system that achieves interactivity using a broadcast wave, wherein a background image and position information that have been multiplexed are repeatedly transmitted to the receiving apparatus, the background image being main image data to be displayed by the receiving apparatus and the position information indicating a position in the background image, the receiving apparatus including

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supplementary design storing means for storing supplementary designs, the supplementary designs including at least one cursor image, the receiving program comprising:

a separating step for separating the background image and the position information from the repeatedly transmitted multiplexed background image and position information;

a supplementary design reading step for reading a supplementary design from the supplementary design storing step;

a combining step for combining the separated background image and the read supplementary design at a position in the background image indicated by the separated position information to generate image data; and

a reproducing step for reproducing the generated image data and outputting an image signal.

128. (Previously Presented) A computer-readable recording medium recording a receiving program for use by a receiving apparatus in a communication system that achieves interactivity using a broadcast wave, wherein a plurality of background images and sets of control information that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images being main image data to be displayed by the receiving apparatus, each set of control information corresponding to a different one of the background images and including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position

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information indicating a position in a background image, the receiving apparatus including a supplementary design storing means for storing supplementary designs, the receiving program comprising:

a separating step for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

a supplementary design reading step for reading a supplementary design from the supplementary design storing means;

a combining step for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

a storing step for storing the generated image data and the separated set of control information;

a reproducing step for reproducing the generated image data and outputting an image signal;

an operation step for receiving a user operation that indicates a switching of image data; and

a control step for controlling the separating step, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing step.

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129. (Previously Presented) A computer-readable recording medium recording a receiving program for use by a receiving apparatus in a communication system that achieves interactivity using a broadcast wave, wherein a plurality of background images and sets of control information that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images being main image data to be displayed by the receiving apparatus, each set of control information corresponding to a different one of the background images and including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image, the receiving apparatus including a supplementary design storing means for storing supplementary designs, the supplementary designs including at least one cursor image, the receiving program comprising:

a separating step for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

a supplementary design reading step for reading a supplementary design from the supplementary design storing means;

a combining step for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

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a storing step for storing the generated image data and the separated set of control information;

a reproducing step for reproducing the generated image data and outputting an image signal;

an operation step for receiving a user operation that indicates a switching of image data; and

a control step for controlling the separating step, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing step.

130. (Previously Presented) A computer-readable recording medium recording a receiving program for use by a receiving apparatus in a communication system that achieves interactivity using a broadcast wave, wherein a plurality of background images and sets of control information that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images being main image data to be displayed by the receiving apparatus, each set of control information corresponding to a different one of the background images and including image link information and supplementary design combining information, the image link information showing a link from one background image to another background image, and the supplementary design combining information indicating a combining of at least one supplementary design with a background image and including position information indicating a position in a background image, the receiving apparatus including a supplementary design storing means for storing supplementary designs, the supplementary

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designs including two types of cursor images that respectively represent a selected and a non-selected state, the receiving program comprising:

a separating step for separating one background image and the set of control information corresponding to the one background image from the repeatedly transmitted multiplexed background images and sets of control information;

a supplementary design reading step for reading a supplementary design from the supplementary design storing means;

a combining step for combining, based on the supplementary design combining information included in the separated set of control information, the separated background image and the read supplementary design at a position in the background image indicated by the position information in the supplementary design combining information to generate image data;

a storing step for storing the generated image data and the separated set of control information;

a reproducing step for reproducing the generated image data and outputting an image signal;

an operation step for receiving a user operation that indicates a switching of image data; and

a control step for controlling the separating step, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing step.

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131. (Previously Presented) A method of distributing page information including link information showing a link to another page through a one-way broadcast system, the method comprising the steps of:

obtaining a first page of information from a source of information, the first page of information containing a first position information for a first link at the first position, the first link being a reference to a second page of information;

extracting the first position information and the first link information from the first page of information;

generating a first background image corresponding to the first page of information;

generating a second background image corresponding to the second page of information;

multiplexing the first background image, the first position information, and the second background image onto a broadcast signal in a predetermined sequence;

repeatedly broadcasting the broadcast signal from a transmitting apparatus according to a predetermined fixed cycle;

extracting the first background image from the broadcast signal in a receiving apparatus;

generating a first display image from the first background image and including a first cursor at the first position, the first cursor being a marker to graphically distinguish the first link on the first background image;

reproducing the first display image on a display unit;

selecting the first link associated with the first background image;

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extracting the second background image from the broadcast signal;

generating a second display image from the second background image including zero or more cursors indicating links to corresponding referenced pages; and

reproducing the second background image on a display unit, the second background image being switched for the first background image in a predetermined fixed response time,

wherein reproducing the second page of information following the selection of the first link provides the interactivity of a bidirectional communication system over a one-way communication system.

132. (Previously Presented) The method of Claim 131,

wherein the operating load on the receiving apparatus is not changed by the selection of the first link.